

This presentation is designed for local leaders to present to stakeholder groups within their own communities.

A suggested script is provided in the notes section.

If you have questions or comments, please feel free to contact us.

THE PRESENTATION BEGINS WITH THE NEXT SLIDE



Work Ready Communities:

Certifying our workforce



Why Work Ready Communities?

WORKSmart Kentucky

Goals:

- Align with Education
- Align with Economic Development
- Simplify the System
- Customer-Centric





2010 Corporate Survey

Availability of Skilled Workforce

87% ranked as Important or Very Important



Top States for Business 2011

"When we talk to prospective clients, their No. 1 issue every time is workforce," says Jeff Anderson, head of the Virginia Economic Development Partnership.



SITE Selection

2010 Top 10 Site selection Factors

1. **Workforce skills**
2. State and local tax scheme
3. Transportation infrastructure
4. Flexibility of incentive programs
- (Tie)5. Availability of incentives
- (Tie)5. Utility infrastructure
7. Land/building costs and supply
8. State economic development strategy
9. Permitting and regulatory structure
10. Higher education resources.

Strategic Question

We can measure the quality of a worker, but how do we measure the quality of a workforce?

Work Ready COMMUNITIES



Kentucky's Program

Economic Development Community Input

Two Levels of Certification

Certification for Meeting Six Criteria

The Bar is High

Benefits are Great

Recertification



Levels of Certification

Work Ready
COMMUNITY 

Work Ready
COMMUNITY 
IN PROGRESS


Kentucky
Career Center
Career Training Employer

The Kentucky Criteria

1. High School Graduation Rates
2. National Career Readiness Certificates
3. Community Commitment
4. Educational Attainment
5. Soft Skills Development
6. Internet Availability



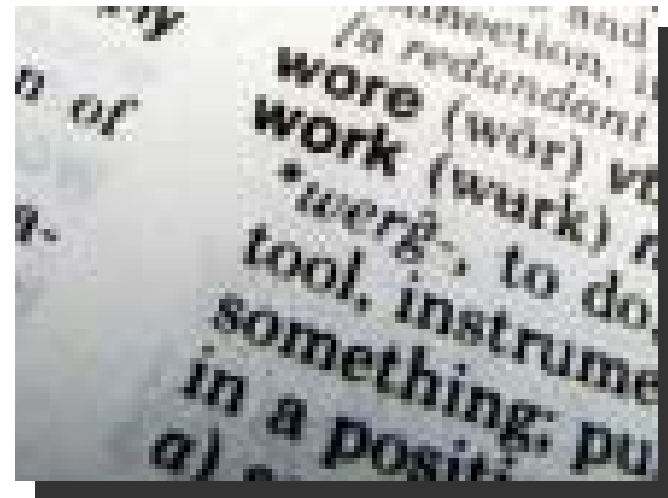
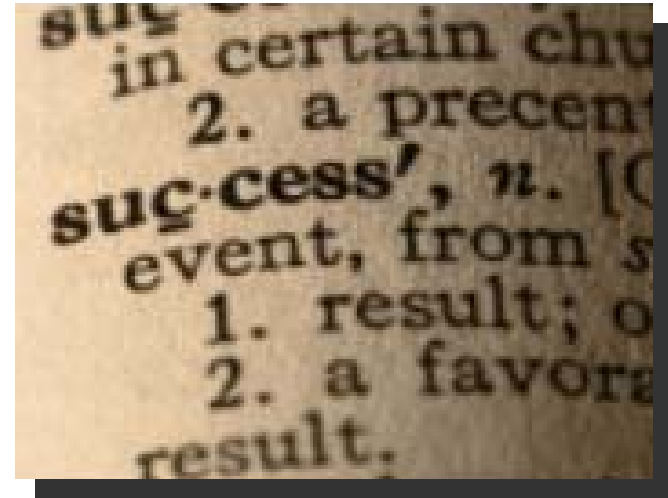
The Process

Organize locally

Prepare application

Panel review
& recommend

Kentucky WIB certifies



Certification Benefits

Economic Development Tool

Community Dialogue/Accountability

Jobs – Education Connection

Life-long Learning/Break Cycle
of Illiteracy & Poverty



Benefits of the Process

New & Enhanced Collaboration & Partnerships

Common Ground - Shared Goals

Leverage Resources

Innovation

Responsive





www.kwib.ky.gov